

AMENDMENT OF THE CLAIMS:

Please cancel Claim 46 without prejudice or disclaimer, amend Claims 31, 32, 34-36, 38, 40, 42, 43, 45, 48, 50, 54, 56 and 57, and add new Claims 59-62, all as follows:

Claims 1-30 (canceled)

Claim 31 (currently amended): An Internet-based product brand marketing communication network configured to allow members of a product brand management team to communicate directly with consumers browsing HTML-encoded pages at an electronic commerce (EC) enabled Web-site along the World Wide Web (WWW), said Internet-based product brand marketing communication network comprising:

an e-commerce (EC) enabled information server supporting said EC-enabled Web-site which includes a plurality of HTML-encoded pages containing at least one of images and text descriptions of a plurality of ~~registered~~ consumer products ~~which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;~~

a first Web-based subsystem configured to allow members of a product brand management team associated with ~~a particular consumer product or group of one or more~~ consumer products, ~~and/or~~ and authorized parties, to create and manage a consumer product information (CPI) link structure for each said consumer product ~~registered with said Internet-based product brand marketing communication network,~~

wherein said CPI link structure includes the following items:

(i) a ~~Unique Product Number (UPN)~~ unique product identifier assigned to the said consumer product; and

(ii) a set of URLs for a plurality of brand information resources ~~stored on Web-based information servers operably connected to the Internet~~ located on the WWW;

a second Web-based subsystem configured to allow members of said product brand management team associated, and authorized parties, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for one or more of said consumer products ~~that are registered with said Internet-based product brand marketing communication network, and~~

~~offered for purchase and sale at said EC-enabled Web-site and being accessible by consumers using a Web browser;~~

wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the Internet, and (ii) a MMVK tag that references said computer-executable server-side component and is embedded within an HTML-encoded page of said EC-encoded Web-site; and

~~wherein said first Internet-enabled information server generates and serves each said MMVK to the Web browser of a consumer, and said Web browser displays~~ has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources ~~arranged for selection by consumers using said Web browser;~~

a plurality of Web-based information servers operably connected to the Internet, for storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

wherein said first Web-based subsystem is further configured to allow members of the product brand management team and authorized parties to independently program said set of brand information resources displayable during said BIN menu display mode of each said installed MMVK; and

a third Web-based subsystem is configured to allow members of the product brand management team and said authorized parties to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots; ~~as a particular product brand marketing campaign may require;~~

~~wherein,~~ wherein the Web browser of a consumer ~~processes~~ is configured to process said MMVK tag embedded within said HTML-encoded page, ~~and page;~~

wherein said first Internet-enabled information server is configured to automatically ~~executes~~ execute the computer-executable server-side component corresponding to the MMVK tag; ~~and generates and serves~~

wherein said first Internet-enabled information server is configured to generate and serve
the corresponding MMVK to the Web browser, browser; and

wherein said MMVK is configured to automatically ~~plays~~ play through said display modes, in a programmed sequential manner, ~~inviting and~~ allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, at said EC-enabled Web-site where said MMVK tag has been ~~installed~~ embedded.

Claim 32 (currently amended): The Internet-based product brand marketing communication network of claim 31, which further comprises a facility ~~for~~ programmed to automatically ~~measuring~~ measure the interaction between consumers and each said MMVK, and ~~generating~~ generate metrics reports relating to said interaction, ~~so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more MMVKs installed in one or more HTML encoded pages at said EC-enabled Web-site.~~

Claim 33 (canceled)

Claim 34 (currently amended): The Internet-based product brand marketing communication network of claim 33 31, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises ~~the UPN~~ said unique product identifier assigned to the consumer product.

Claim 35 (currently amended): The Internet-based product brand marketing communication network of claim 34, wherein, for each MMVK created and deployed for ~~a particular~~ one said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 36 (currently amended): The Internet-based product brand marketing communication network of claim 31, wherein said CPI link structure further comprises, for each said consumer product,

(iii) a Trademark (TM) assigned to ~~the registered~~ said consumer product;
(iv) a Product Descriptor (PD) associated with ~~the registered~~ said consumer product; and
(v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 37 (previously presented): The Internet-based product brand marketing communication network of claim 31, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 38 (currently amended): The Internet-based product brand marketing communication network of claim ~~34~~ 36, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 39 (canceled)

Claim 40 (currently amended): The Internet-based product brand marketing communication network of claim 31, wherein said Web browser of the ~~is responsive~~ the consumer is configured to automatically respond to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 41 (canceled)

Claim 42 (currently amended): The Internet-based product brand marketing communication network of claim 36, wherein a supply-chain information management system is configured to import said ~~UPN~~ unique product identifier, said TM and said PD associated with each said CPI link structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 43 (currently amended): The Internet-based product brand marketing communication network of claim ~~32~~ 31, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for each said consumer product ~~registered with said Internet-based product brand marketing communication network.~~

Claim 44 (canceled)

Claim 45 (currently amended): An Internet-based product brand marketing communication network configured to allow members of a product brand management team to communicate directly with consumers browsing HTML-encoded pages at an electronic commerce (EC) enabled Web-site along the World Wide Web (WWW), said Internet-based product brand marketing communication network comprising:

an e-commerce (EC) enabled information server supporting said EC-enabled Web-site which includes a plurality of HTML-encoded pages containing at least one of the images and text descriptions of a plurality of ~~registered~~ consumer products ~~which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;~~

a first Web-based subsystem configured to allow members of a brand management team associated with ~~a particular consumer product or group of~~ one or more consumer products, and authorized parties, to create and manage a consumer product information (CPI) link structure for each said consumer product ~~registered with said Internet-based product brand marketing communication network,~~

wherein said CPI link structure includes the following items:

(i) a ~~Unique Product Number (UPN)~~ unique product identifier assigned to the consumer product; and

(ii) a set of URLs for a plurality of brand information resources ~~stored on Web-based information servers operably connected to the Internet~~ located on the WWW;

a second Web-based subsystem configured to allow members of said product brand management team, ~~and/or~~ and authorized parties, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for one or more of said consumer products ~~that are registered with said Internet-based product brand marketing communication network, and~~

~~offered for purchase and sale at said EC-enabled Web-site~~ and being accessible by consumers using a Web browser;

wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the Internet, and (ii) a MMVK tag that references said computer-executable server-side component and is embedded within an HTML-encoded page of said EC-encoded Web-site; and

~~wherein said first Internet-enabled information server generates and serves each said MMVK to the Web browser of a consumer, and said Web browser displays~~ has a graphical user interface (GUI) characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources ~~arranged for selection by consumers using said Web browser;~~

a plurality of Web-based information servers operably connected to the Internet, for storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

wherein said second Web-based subsystem is further configured to allow members of the product brand management team and authorized parties to independently program said set of brand information resources displayable during said BIN menu display mode of each said ~~installed~~ MMVK; and

a third Web-based subsystem configured to allow members of the product brand management team and authorized parties to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots; ~~as a particular product brand marketing campaign may require; and~~

a facility programmed to measure the interaction between consumers and said MMVK, and generate metric reports relating to said interaction;

~~wherein;~~ wherein the Web browser of a consumer ~~processes~~ is configured to process said MMVK tag embedded within at least one said HTML-encoded page, ~~and page;~~

wherein said first Internet-enabled information server is configured to automatically ~~exeeutes~~ execute the computer-executable server-side component corresponding to the MMVK tag; ~~and generates and serves~~

wherein said first Internet-enabled information server is configured to generate and serve the corresponding MMVK to the Web browser, ~~inviting and~~ allowing the consumer to review and interact with the advertising spots, promotional spots, and brand information resources displayed within the GUI of said MMVK, at said EC-enabled Web-site where said MMVK tag has been ~~installed~~ embedded; ~~and~~

~~wherein a facility for measuring the interaction between consumers and each said MMVK and generating metrices reports relating to said interaction, so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more MMVKs installed in one or more HTML encoded pages at said EC enabled Web site.~~

Claim 46 and 47 (canceled)

Claim 48 (currently amended): The Internet-based product brand marketing communication network of claim 47, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises ~~the UPN~~ said unique product identifier assigned to the consumer product.

Claim 49 (previously presented): The Internet-based product brand marketing communication network of claim 48, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 50 (currently amended): The Internet-based product brand marketing communication network of claim ~~48~~ 45, wherein said CPI link structure further comprises, for each consumer product,

(iii) a Trademark (TM) assigned to ~~the registered~~ said consumer product;

(iv) a Product Descriptor (PD) associated with ~~the registered~~ said consumer product; and

(v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 51 (previously presented): The Internet-based product brand marketing communication network of claim 45, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 52 (previously presented): The Internet-based product brand marketing communication network of claim 45, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 53 (canceled)

Claim 54 (currently amended): The Internet-based product brand marketing communication network of claim 45, wherein said Web browser of the consumer is responsive configured to automatically respond to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 55 (canceled)

Claim 56 (currently amended): The Internet-based product brand marketing communication network of ~~claim 48~~ claim 50, wherein a supply-chain information management system is configured to import said ~~UPN~~ unique product identifier, said TM and said PD associated with each said CPI link structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 57 (currently amended): The Internet-based product brand marketing communication network of claim 45, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for

each said consumer product ~~registered with said Internet-based product brand marketing communication network.~~

Claim 58 (canceled)

Claim 59 (new): The Internet-based product brand marketing communication network of claim 31, wherein said unique product identifier is a Universal Product Number (UPN).

Claim 60 (new): The Internet-based product brand marketing communication network of claim 59, wherein said UPN is selected for the group consisting of a UPC number and a UPC/EAN number.

Claim 61 (new): The Internet-based product brand marketing communication network of claim 45, wherein said unique product identifier is a Universal Product Number (UPN).

Claim 62 (new): The Internet-based product brand marketing communication network of claim 61, wherein said UPN is selected for the group consisting of a UPC number and a UPC/EAN number.